

Building Community, Creating Connection



2011 State of the City





I wish everyone in Eugene, across the state, and around the nation a happy and prosperous new year.

This has been a very tough year for our families, our businesses and our institutions due to continuing political and economic uncertainty. We're told not to expect life to ever be quite the same as we slowly come out of this recession. We're mindful of all of this as we go about governing the city and making decisions that affect the lives of all residents. We're mindful of the challenges of the present and the even-more-pressing need to plan well for the future. We're mindful of and grateful for those who came before us as we acknowledge the passing of former Mayors Gus Keller and Ruth Bascom. Eugene is known for its leadership on both the state and national levels and we continue to strive for excellence in the midst of great financial challenges and change.

As an organization, we promised we'd cinch in our belts just like everyone else and we've done that while working hard to keep people employed and provide expected services. Once again, we reduced our expenses to stay within budget. There have been sacrifices made in every department and by every employee and yet our attitude remains positive and focused on our customers, the public.

This year, people used our libraries and parks in record numbers. We acquired new park land at good prices. We provided free and inexpensive family entertainment by filling our downtown streets with music, games, and sports through our Summer in the City program. We contributed to human services through special budgetary allocations and by partnering on affordable housing projects, Project Homeless Connect and the Egan Warming Centers. We helped families with homeownership and household financial planning. We helped businesses with low-interest loans and more flexible planning hours. We repaired more roads than ever before in the history of Eugene, stretching our limited dollars even further. We built a new bike and pedestrian bridge to connect two sides of town and to encourage bike usage. We continue to improve public safety with more officers, data-led policing, and increased downtown and campus neighborhood efforts. We worked with our partners to revitalize downtown with six new development projects: renovation of Centre Court, filling the Aster Pit with the Bennett building, filling the Sears pit

with the Lane Community College Green Learning Center, the Masters projects both at the old Taco Time building and our city-owned building on Pearl, and Obie's new Inn at 5th. And, we're enjoying VooDoo Doughnuts.

We've worked diligently to draw on the strength of our city to plan for our future. From a full range of political and economic backgrounds and perspectives, talented people have come together in the Envision Eugene process to plan for affordable housing, transportation, transit, land use, environmental protection, business and commercial development, and jobs. Our shared goals and aspirations fold into this initiative to ensure the livability of our community now and into the future.

We've joined many in the community to continue our sustainability and climate change efforts around food security, waste reduction and the development of our climate and energy work plan. We use a triple-bottom-line lens of social equity, environmental stewardship and economic prosperity to inform our plans and decisions throughout the city. We measure our progress.

We are deeply grateful for our partners, as much of the work we do can only be accomplished as a team. The University of Oregon, Lane Community College, Eugene Water & Electric, Lane Transit District, 4J and Bethel schools, Lane County, local businesses, non-profits, and the cities who are our close neighbors are all key partners in our future. Each has a role in ensuring that we remain a truly healthy and prosperous city of arts and outdoors.

With them and with you, we'll get through this hard time and invest in a great future for our kids and grandkids. What could be more important?

Kathy Perry



Vision, Goals and Outcomes

Vision

Value all people, encouraging respect and appreciation for diversity, equity, justice, and social well-being. We recognize and appreciate our differences and embrace our common humanity as the source of our strength;

Be responsible stewards of our physical assets and natural resources. We will sustain our clean air and water, beautiful parks and open spaces, livable and safe neighborhoods, and foster a vibrant downtown, including a stable infrastructure;

Encourage a strong, sustainable and vibrant economy, fully utilizing our educational and cultural assets, so that every person has an opportunity to achieve financial security.



Goals and Outcomes

Effective, Accountable Municipal Government

page 4

A government that works openly, collaboratively, and fairly with the community to achieve measurable and positive outcomes and provide effective, efficient services.

- Transparent and interactive communication
- Public engagement that involves the community broadly
- Stronger partnership between government entities

Sustainable Development

page 8

A community that meets its present environmental, economic and social needs without compromising the ability of future generations to meet their own needs.

- Increased downtown development
- Strategic job creation/decreased unemployment
- Support for small and local business
- Decision-making that weighs economic, social equity and environmental (triple bottom line) effects

Safe Community

page 12

A community where all people are safe, valued and welcome.

- Decreased property crime
- Greater sense of safety (especially downtown)
- Visible and accessible police presence
- Better police/community relations

Accessible and Thriving Culture and Recreation

page 14

A community where arts and outdoors are integral to our social and economic well-being and are available to all.

- Accessible to all incomes
- Preserve strength in arts and outdoors
- Invest in arts and culture as an economic engine

Fair, Stable and Adequate Financial Resources

page 16

A government whose ongoing financial resources are based on a fair and equitable system of revenues and are adequate to maintain and deliver municipal services.

- A long-term sustainable budget
- New or expanded revenue sources
- Accessible and transparent financial information

Awards and Recognitions

Eugene Police Officer Joseph Kidd was awarded an Oregon Peace Officer Association Medal of Valor for his calm, effective, professional response to an assassination attempt when he encountered a bank robber in September, 2009. Officer Kidd's actions demonstrated his outstanding courage and commitment to the community and his fellow officers.

Detective Curtis Newell received an award from the national Center for Missing and Exploited Children for work with the Vice Narcotic Unit against the growing problem of child sex trafficking operations as part of "Operation Cross Country IV."



Public Works Director Kurt Corey received the prestigious Bowes Award for positive impact on public works programs from the Oregon Chapter of the American Public Works Association.

Matt McRae, Climate and Energy Action Plan Coordinator, accepted an award from ICLEI-Local Governments for Sustainability USA for Outreach Innovation in a mid-sized community. The plan also received national recognition from the Centers for Disease Control for including assessment of public health impacts.



Eugene **Mayor Kitty Piercy** was recognized as the "most valuable local official" by The Nation, a leading national progressive news publication. In its 2010 "progressive honor roll," the news magazine cited Piercy's Sustainable Business Initiative, her leadership in climate protection actions, and her championship of human rights and child-welfare measures.



Eugene Public Library was rated as a Star Library by the Library Journal, placing it among the top three percent of public libraries nationwide for excellence in delivering key services per dollar.

The U. S. Water Fitness Association named **Recreation Services' Echo Hollow Pool** the top aquatic program in Oregon, and number six in the country.

Recreation Services' Adaptive Recreation received a Certificate of Appreciation for Patriotic Civilian Service from the U.S. Army for its commitment to programming for injured service members and veterans.



The U.S. Human Rights Fund's report, Local Government Implementation of Human Rights Standards, included **Eugene's Human Rights City** project as one of nine success stories from across the country.



Bicycling Magazine named **Eugene** as the #5 bike-friendly city among cities with populations of 100,000 or more.

Entrepreneur Magazine ranked **Eugene** its top city for “Green Scenes: Where capitalism meets eco-consciousness.”

Eugene was ranked the 6th safest city in the U.S. to drive in by Allstate Insurance.

Sunset magazine named **Eugene** #3 of its 20 Best Towns of the Future, citing it as an energy-smart city.

Eugene was included as one of the Top 10 College Towns and 10 Great Golf Cities by Livability.com.

The International City/County Management Association (ICMA) Center for Performance Measurement bestowed **City of Eugene** with a Certificate of Distinction, its highest honor.

City of Eugene received two awards from the Government Finance Officers Association, one for Distinguished Budget Presentation for the 27th consecutive year, and one for Excellence in Financial Reporting for the 34th year.

Government Fleet Magazine recognized **City of Eugene** for having one of the top 100 Best Fleets in the U.S. due to its management and sustainability efforts.

The **Eugene Airport** was recognized by Forbes.com as one of four top airports for its innovative use of both Twitter and Facebook to inform and engage travelers.

The National Association of Telecommunications Officers and Advisors recognized the **City of Eugene's** video, “Discover Public Works”, in the category of children’s programming.

Eugene’s **Public Works Wastewater Division** earned awards from the National Association of Clean Water Agencies and from the Oregon Department of Environmental Quality (DEQ) for exemplary operational practices.

The **City’s fleet and radio section** received the DEQ’s Fleet Forward three star designation for reducing the impact of diesel emissions.

The Project of the Year Award from the Oregon Chapter of the American Public Works Association went to the paving of the **Eugene Airport** main runway.

City of Eugene was named one of Oregon’s Top Ten Healthiest Employers of its size by the Portland Business Journal.



2010 HIGHLIGHTS

Effective, Accountable Municipal Government

Eugene/Springfield Fire Consolidation Reaps Benefits

Collaborative efforts between Eugene Fire & Emergency Medical Services and Springfield Fire & Life Safety have now reached a point where the departments share a common administrative structure and are working to functionally consolidate training, prevention, administrative and support services. The new initiatives build upon information gathered in a cooperative services feasibility study and experience gained through the 3-Battalion System, in which response resources have been shared between the two cities for the past few years. Results of the study showed that the departments could save approximately \$850,000 per year with the implementation of a full merger through attrition without layoffs. These savings would include the elimination of one Fire Chief, two Deputy Chiefs, one Training Chief, one Fire Marshal, and others; there could be additional savings as the combined departments implement further efficiencies. In FY11, ongoing savings of \$562,000 were achieved from administrative personnel reductions alone. During the coming year, next steps will be evaluated regarding the future of both departments and the potential for a full merger, creating an intergovernmental fire service.



Partnership with University Continues to Grow

The City of Eugene is proud to be the home of the University of Oregon and appreciates the enrichment and the many successes the UO brings to the life of our city. UO and City leaders believe a strong relationship is important for the health and well being of the community and the university, and continued to work in many ways to strengthen this partnership.

New UO construction projects brought millions of dollars of economic activity to the community. City staff from the Planning and Development, Public Works and Fire departments are working diligently with the UO on projects including the Matthew Knight Arena, Ford Alumni Center, the Lewis Integrative Science Building, new residential housing, a steam power plant upgrade, and several campus building updates. The growing “town - gown” relationship was key to ensuring that the projects proceeded smoothly and safely, with UO and

City staff collaborating from the early stages of design and permitting all the way through to grand openings.

Mayor Piercy, UO President Lariviere and others from both institutions again cooperated to welcome students to school and provide resources to help them be good neighbors. City and UO staff members are collaborating with stakeholders including neighborhood leaders and property managers to address unique livability issues in those areas.

Safer Police Building Coming Soon

The City of Eugene purchased a 66,000 square-foot building at 300 Country Club Road, where it will relocate the Eugene Police Department in early 2012. The entire project cost—\$10.2 million for the purchase and up to \$5.8 million for renovations—will come from the City’s existing



It has been a real pleasure and an honor to serve as council president this year. I believe we have accomplished much and begun to address some long term problems. From strengthening public safety, to fixing more roads than ever before, to taking on the big challenge of Envision Eugene, this council year has been very productive. We can feel good about 2010, but we have much to do next year.

Strengthening our regional economy is job one for 2011. We are going to have to think in new ways about local economic independence and creating new jobs by cooperating more effectively with our neighbors across I-5, our partners at the county and by collaborating with local businesses. We've been working on this for a while, but unemployment is far too high and we need to sharpen our focus this year. Eugene leads our state in many ways, I'm hopeful we can lead in local economic development as well.

—Mike Clark, Council President , Ward 5

Facilities Reserve Fund, resulting in no additional cost to taxpayers. The new building is more seismically sound, and will allow effective consolidation of most functions in one building. A prominent downtown police presence will be maintained through a Downtown Public Safety Station and enhanced patrols.

Integrating Equity, Economy and Environment

The City of Eugene is committed to becoming more sustainable by making decisions that consider all three aspects of the “triple bottom line”—social equity, economic vitality and environmental health. City staff has developed an innovative yet simple online tool that guides users through a series of questions to analyze impacts in all three areas. Applying a triple bottom line framework leads to broader, more thoughtful decision-making so that, for example, necessary budget cuts do not have disproportionate impact on lower-income residents, or a service change to increase efficiency does not have unintended consequences for the environment. Such analysis has successfully been applied to decisions ranging from whether to use BPA-free paper for library receipts, to how to make budget reductions in recreation programs.

Library Expands Digital Access

The Eugene Public Library’s redesigned website makes it a “virtual” branch that is available 24/7, is more engaging and much easier to navigate. The site includes a Library2Go section where library cardholders can search through a list of over 24,000 downloadable materials they can borrow for free, including e-books, audio books, and videos. Front and center on the new homepage is a button for the Research and Learning Center, with access to 66 databases offering a range of information and resources that can help library patrons learn a new language, do market research for growing a business, receive live homework help, get tips on saving for retirement, research other cultures, and more.



Internet Access Provided for Homeless Service Agencies

In February, seven local agencies that serve homeless people began receiving furniture, computers, monitors, printers and three years of paid Internet service fees. This City of Eugene telecommunications-funded project was initiated to help the homeless population obtain access to the Internet for email, job search, access to social services and general information. Staff from the City’s Information Services Division teamed up with Community Development staff to analyze the needs at each location. Equipment was ordered and City technicians installed everything at facilities throughout Eugene operated by ShelterCare, Sponsors, St. Vincent dePaul, Catholic Community Services, Womenspace, Laurel Hill Center and Looking Glass.



Career Day Program Picks Up Steam

Fire & Emergency Medical Services high school Career Day program expanded with two opportunities offered for local students this year—one in the fall and one in the spring. Career Day helps young people learn about careers in fire and emergency medical services, find out what steps they should take now to prepare themselves, and try their hand—under supervision—at a variety of firefighter tasks. A part of the department’s diversity and recruitment efforts, the program includes approximately 30 to 40 students each session.

Citizen Panel Evaluates Use of Street Bond Funds

In April 2010, a 12-member citizen panel gave high marks to the use of bond measure funds to fix city streets. The panel reviewed the projects completed in 2009 that were funded by the November 2008 bond measure approved by Eugene voters. The group found that the City was able to complete the projects with significant cost savings.

Building Inspectors Go Mobile

City of Eugene building inspectors have taken major steps to modernize their work of ensuring the places where we live, learn, work and play are safe. The result is increased productivity and customer satisfaction. Mobile laptops, digital cameras, printers, scanners and copiers travel with inspectors to the worksites, replacing office workstations and paper logs. Instant email notifications of inspection results have replaced hand-written and faxed notices. Harnessing the power of technology has created significant ongoing savings for the City and increased inspectors’ efficiency. Homeowners and contractors have noticed the benefits and regularly express their appreciation for the faster, more convenient service.

City Council Uses Eugene Counts Input to Focus on Results

Eugene Counts engaged community members from across the city in thinking deliberately about the concrete results they would most like the City of Eugene to focus on. The effort used a variety of methods designed to capture the diversity of local perspectives and make it easy for people to participate, from attending a community workshop, to taking part in a focus group or completing an in-person or online survey. The council used the community input to identify a set of specific desired results or “outcomes.” Strategies and measures are now being developed to help move toward those outcomes, and to track progress. Soon, an interactive Eugene Counts “dashboard” on the City’s website will clearly share information about progress and performance.

Airport Lands New Service for Travelers

The Eugene Airport was awarded a \$500,000 Small Community Air Service Development Program grant for potential future, nonstop flights to San Jose. The Department of Transportation received 74 applications from 35 states, and selected 19 to receive a share of \$7 million in federal grant funding. The grant will provide a minimum revenue guarantee for an airline establishing daily nonstop service between the Eugene Airport and San Jose International Airport, and will fund a targeted marketing and advertising campaign to support the service.



Connecting to a Brighter Future

As the tough economic climate continued, the City persevered in providing high-quality, accessible services, and in finding effective ways to support residents and businesses, help create jobs and build a stronger economy for the future.

- More people than ever before used free and low-cost library, parks, recreation and cultural programs.
- City efforts helped expand affordable housing options for low-income families.
- The City continued its long-term financial contributions to local social service agencies.
- Staff worked with service agencies to provide vital Internet access for homeless clients.
- Revitalization of downtown, the economic and cultural center of the community, made significant strides.
- The City's business loan programs helped innovative local businesses grow.
- Federal economic stimulus funds were put to good use creating jobs, supporting the local economy, and helping some important projects come to fruition, including several road projects, the Delta Ponds Bridge and habitat restoration, and the Ribbon Trail.
- Leaders of local governments, together with community members and business leaders, took tangible steps to lay a foundation for economic prosperity, collectively adopting the first regional economic development plan in more than 20 years.



Envision Eugene Begins to Take Shape

Envision Eugene is a community conversation to create a shared vision for how and where Eugene should accommodate the expected population growth of 34,000 people over the next 20 years. That vision will shape a plan that ensures Eugene's Urban Growth Boundary (UGB) meets future needs for housing, jobs, and services, and still preserves or enhances what people love about their community and neighborhoods. The Envision Eugene process strives to include multiple diverse perspectives and to make community planning more accessible to everyone. Hundreds of residents have participated in community workshops at high schools across Eugene, youth art contests, online surveys, e-newsletter updates, virtual online tours, an active website (www.EnvisionEugene.org) and a popular Facebook page. The Community Resource Group, with people from a broad range of perspectives and backgrounds, is helping build consensus around a community vision and provide feedback on the plan as it moves forward.



Momentum Grows Downtown

In 2009, the City Council initiated a multi-faceted strategy to boost the local economy and revitalize our downtown.

Today, almost \$83 million in new investments are in the works including:

- Beam Development's renovation of the Centre Court building for creative office space;
- Lane Community College's new Downtown Campus, which will include an education building and student housing;
- The Inn at the 5th, the first new downtown hotel in 28 years;
- Bennett Management Co.'s planned development of the vacant site next to the Centre Court building; and
- Master Development's plan to purchase the City's vacant 858 Pearl building and convert it to housing.

Revitalizing downtown is a city-wide effort. Other downtown actions this year focused on increasing the downtown public

safety presence, providing popular summer events that brought hundreds downtown each week, and improving the downtown parking program. Together, these initiatives invite people to rediscover downtown and encourage business and development activity.



In 2011 we will be working on two incredibly important planning processes that will shape Eugene's future —Envision Eugene and the Transportation System Plan. Envision Eugene will plan for the 34,000 new people we expect in our community over the next 20 years, and the Transportation System Plan will plan for our multi-modal transportation needs over the same 20 year period. Both plans require a balancing of the Triple Bottom Line elements - environment, economy and social equity.

This isn't going to be easy. We are facing some tough issues: balancing higher density with neighborhood livability; balancing the need for transit projects like West Eugene EmX with short and long-term economic and social equity considerations; and balancing transportation and land-use decisions with our need to address climate change and reduce our carbon footprint.

In 2011 we will be laying the planning groundwork that will impact future generations for decades.

—Alan Zelenka, Ward 3

Delta Ponds Gets New Bridge, Habitat Improvements

The community celebrated the completion of a \$5.6 million bridge and elevated pathway that connects the neighborhoods on the east side of Delta Highway with Goodpasture Island Road and the Valley River area. The federally funded project included building a pedestrian island on Goodpasture Island Road, completing the sidewalk system on Robin Hood Avenue to improve safety for path users, and installing a 30-foot-tall sculpture, "Bountiful," by local artist Lee Imonen, at the west end of the bridge.

The City and U.S. Army Corps of Engineers also made rapid progress on habitat enhancements in the Delta Ponds area creating a new 800-foot-long side channel on the west side of the Willamette River and installing a new fish-passable culvert under Goodpasture Island Road. These two improvements open up 2.4 miles of side channel habitat, which is critical for the growth and survival of juvenile salmon.

City Loans Help Local Businesses Grow



What do a printing press, an electric car, and genetic research have in common? Each is associated with businesses that received Business Development Fund loans from the City of Eugene. Shelton Turnbull, an employee-owned printing business; Arcimoto, an electric vehicle innovator; and Floragenex, a UO spin-

off research company, also embody the type of desired economic development outlined in the new *Regional Prosperity Economic Development Plan*. Established to create jobs and stimulate private investment, the Business Development Fund supports these types of emerging opportunities in Eugene. Since 1984, the fund has loaned over \$17 million to more than 220 Eugene businesses leveraging an additional \$54 million in private investment and helping to create more than 1,200 new jobs.

Community Climate and Energy Action Plan Completed

Eugene joined a growing list of forward-thinking cities that are working to proactively address climate change and energy challenges. The Community Climate and Energy Action Plan, unanimously endorsed by the Eugene City Council in September, was developed through an 18-month community process that included more than 75 topic specialists, an 11-person advisory team, and a series of six public workshops attended by more than 500 local residents. Eugene's unique plan addresses three separate but related goals: reducing community-wide greenhouse gas emissions 75 percent below 1990 levels by 2050; reducing community-wide fossil fuel use 50 percent by 2030; and, helping the community adapt to a changing climate and increasing fossil fuel prices. The plan has already been nationally recognized for its extensive public involvement process and for including consideration of health impacts.



The community and City Council will have some important decisions to make in 2011. Looming over them all is Envision Eugene, the process to determine whether we need to expand the Urban Growth Boundary, and, if so, where and by how much.

Closely tied to this central concern (but not yet linked by city planning efforts) are some important questions: Should the City Council direct EWEB to supply water to Veneta? Would this be encouraging

sprawl, or merely helping out a neighbor? Should EWEB be the regional water supplier? Should LTD run a bus rapid transit line out west 11th Avenue? Is it needed, practical, affordable, or are other options available? 4J and Bethel school districts face serious budget deficits; can we devise a combination of savings and revenue raising ideas to prevent further deterioration of our public school system?

And, finally, it's decision time for a venerable landmark. Will we find a way to re-acquire Civic Stadium, repair it and return it to productive use? Or will one more piece of our architectural heritage fall to the wrecking ball?

And the list goes on. 2011 will be an interesting year.

—George Brown, Ward 1





Affordable Housing Builds New Opportunities

The City of Eugene made significant progress toward growing the supply of quality, affordable housing for our community. St. Vincent de Paul's Lamb Building on West 11th Avenue and Sponsor's Roosevelt Crossing building in west Eugene both opened their doors this year. Recently initiated projects to develop the Westmoreland and Willakenzie landbank sites and rehabilitate Shelter Care apartments will provide over 135 future affordable housing units. In addition, Eugene's Homebuyer Assistance Program (HAP) provided 17, low-income, first-time homebuyers with interest-free loans totaling \$165,000. Federal HOME funds, state low-income housing tax credits, and incentives through the City make these projects possible and help create an accessible community for people of all incomes.

Another Busy Year for Street Repairs

Eugene invested nearly \$9 million to fix 40 lane miles of city streets in 2010. Repairs were made to portions of West 18th Avenue, Goodpasture Island Road, Harlow Road, Patterson Street, Willamette Street, 13th Avenue, 1st Avenue, 33rd Avenue, Crescent Street, Garfield Street, Hawkins Lane, High Street, Oakway Road, Valley River Drive, West 11th Avenue, and the intersection of 29th Avenue and Willamette Street. In addition, about 25 lane miles of residential street were slurry-sealed in various neighborhoods. More than 75,000 tons of asphalt and 3,000 tons of concrete were used on the repair jobs. The continued use of warm-mix asphalt reduces environmental impacts and the West 18th Avenue repairs used a sustainable technique to recycle the roadway in place.



Wastewater Plant Boosts Peak Capacity

Several new capital projects will help prevent wastewater overflows by increasing the peak capacity for the regional wastewater collection and treatment system almost 60 percent— from 175 million gallons per day to 277 million gallons per day. The improvements include replacing large valves in the collection system, renovating a major pump station, relining the conveyance pipe under the Willamette River, and adding a new pump station and pretreatment process at the regional treatment plant. A large-diameter pipe was also installed to transfer and balance peak flows. The Eugene Public Works Wastewater Division manages regional wastewater treatment facilities under contract to the Metropolitan Wastewater Management Commission.

Quest for More Sustainable Options Continues

Sustainability is a big driver for the City's Fleet program, which manages 700 vehicles ranging from fire trucks to scooters. With a focus on increasing the numbers of hybrid, electric and fuel-efficient vehicles, in October, Fleet staff tested two next-generation vehicles—a Toyota plug-in hybrid and a Nissan Leaf all-electric vehicle. Testing allows the City to gain low-cost, practical experience with emerging technologies to see which ones will best meet needs. The City also moved ahead on fuel- and emission-reduction programs, qualifying for DEQ's Fleet Forward Program through leadership in the use of bio-diesel fuels, idle reduction policies and a centralized motor pool that helps reduce the City's sedan inventory.



Crest Drive Area Streets Improved

Five years of planning and construction came to fruition in late 2010 with the completion of the Crest Drive area street improvement project. The foundation of the project was a collaborative process in which the neighborhood had an active role in designing the improvements, including the width of streets and sidewalks, medians, traffic calming structures and street lighting. Work began in 2009 with the construction of Crest Drive from Lincoln Street to Storey Boulevard, and continued in 2010 with rebuilding Friendly Street, Storey Boulevard and the remainder of Crest Drive to Blanton Road. Total cost of the project is approximately \$3.9 million, with about half of that coming from assessments to Crest Drive area property owners and the rest from various City funds.



Greetings! It has been a great privilege to serve as a city councilor these past eight years. I campaigned on a platform to improve public safety, transparency, and transportation and I'm pleased we made great strides on each front. Funding for police officers is a budget priority and we successfully established the office of Police Auditor. We increased the opportunity for public input through additional public hearings, website enhancements, town halls, and surveys. With Envision Eugene and other important issues, we are using a participation process that promotes listening and talking in a new way to create better understanding and break through long-held differences. Although the transportation improvements I envisioned had to do with alleviating congestion in West Eugene and we haven't been successful with that, we have made significant progress on street preservation and maintenance thanks to voter approval of the street bond measure.

Eugene is blessed with a population that cares and is committed to making our community the best it can be. I've learned that with the many issues we face, much discussion and thoughtful deliberation is needed to reach a positive outcome.

I would like to especially thank the voters of Bethel for twice electing me to represent them. And I'm forever grateful to my husband Mike and our boys Maxwell and Matthew for supporting me and accommodating my council responsibilities.

I wish my colleagues and fellow Eugeneans all the best in 2011.

—Jennifer Solomon, Ward 6

City Implements Downtown Safety Solutions

As part of the safety component of the City's comprehensive downtown plan, Eugene Police actively worked to reduce crime in the downtown core, and make downtown a safe and welcoming environment for everyone. Police partnered with private security and social service groups, teamed up with OLCC to begin addressing the sale and consumption of fortified wine and malt liquor, and improved tracking of behavior crime. The City Council approved funds to hire officers for an ongoing downtown team, authorized negotiations for additional jail beds, and doubled funding for the CAHOOTS contract to enhance services for people experiencing mental health issues. In November 2010, a sergeant was assigned to downtown and four officers will be temporarily assigned in April 2011. Seven regular officers will be added over the next 18 months.

Airport Fire and Rescue Station Opens

A new \$3.84 million Aircraft Rescue and Fire Fighting station opened in August on the north end of the Eugene Airport. The project was funded through Federal Aviation Administration entitlement and discretionary funds with a five percent airport match of about \$192,000. The new station, constructed to LEED Silver green building certification standards, replaces an outdated and undersized airport fire station building. The new 11,600 square foot building features four vehicle bays, specialized equipment storage, conference space, and living quarters for four firefighters. Relocating the station on the north end of the airfield enables fire personnel to access either of the two runways within the required FAA response time.



being maintained and rebuilt as never before. New ordinances and increased police staffing are making downtown a safer and more inviting place. New construction downtown is moving at a pace not seen for years.

These are tough economic times and our City and its leaders must be responsive to the needs of our residents and the challenges of our community. The old saying about finding opportunity in the midst of crisis is true, and we are in a unique position to prepare for our new opportunities with a strong focus on quality of life, and quality of livelihood.

We have made significant progress in transportation, public safety, and economic development. Streets are

Of course we still have challenges to face and decisions to make. The future of our community and the way we want it to grow and develop is central to this discussion. Your participation in that process is critical. As someone once said, you can take your hands off the wheel and let the car go where it wants to, or you can keep your hands on the wheel and steer to the place you want to be. Eugene's future is in our hands today.

—Chris Pryor, Ward 8

Focusing on Property Crime

For the past year, the Eugene Police Department has been changing how it does business, using data-led policing to combat property crime, Eugene's most sustained crime problem. Within its existing budget, EPD has consolidated existing crime analysis personnel, purchased new software to track and predict crime trends, and re-engineered deployment of officers, detectives, and crime prevention staff to focus on chronic crime and repeat property offenders. In addition, new programs help local businesses with surveillance cameras and evidence collection, and Volunteers in Policing offer home safety inspections and vacation home checks.

Safety Fest Provides Family Fun

An estimated 10,000 area residents attended the 2010 Family Fun & Safety Fest event to see safety demonstrations and exhibits, gather safety information and participate in many activities. Approximately 1,000 life jackets and 1,000 bike helmets were given to young people whose families could not otherwise afford them. The 10th annual event was organized by the Eugene Fire & EMS Department's Water Rescue Team. Many other area fire service partners, and government and private co-sponsors participated in the event.



Crime Prevention Gets Proactive

Using proactive outreach at the neighborhood or street level, the crime prevention unit has been tirelessly helping people and businesses make themselves poor targets for crime. The team has concentrated prevention training in crime hot spot areas such as the Kinsrow Commons area, the West University neighborhood during holiday breaks and Aerial Way when there was a car clout crime spree. They held public events such as Prevention Convention, made regular contacts with landlords, tenants, and property managers, and introduced anti-car theft programs.

Eugene Court Adds Use of Springfield Jail Beds

In December, Eugene Municipal Court began leasing 10 jail beds from the City of Springfield Jail. With Eugene's 15-bed inventory at Lane County Adult Corrections, 25 jail beds are now available for offenders sentenced in Eugene Municipal Court. The additional capacity increases sentencing options and effectiveness, and helps ensure that defendants comply with alternative sanctions such as work crew, community service and diversion programs. The Springfield beds also provide more space to hold pre-arraignment offenders who are often released due to lack of jail capacity.

Airport Runway Upgraded

The Eugene Airport's main runway underwent a complete rehabilitation in June to provide a safer and more secure facility for airline travel. The \$9.5 million project was funded through Federal Aviation Administration entitlement and discretionary funds, and a five percent airport match from a State of Oregon Connect Oregon III grant. Construction crews operated 24 hours a day, seven days a week, for the entire month of June. The project included resurfacing the full 8,009 foot length of the runway, correcting grades and building runway shoulders to current standards, reconstructing one taxiway, replacing runway lights, and installing an in-pavement temperature sensor system. The project called for about 97,000 square yards of rock, 60,000 tons of asphalt, and 135,000 square feet of pavement markings.

Although it was another challenging year, we worked hard and continued to make progress in several important areas. Our efforts at listening and consensus building expanded with Envision Eugene. I appreciate those who are working for mutual understanding and I'm optimistic we can reach a shared vision of our community's future. The renewed activity downtown is exciting – I know we will all be happy when the pits are finally filled! My highest priority continues to be ensuring to that our community is open, welcoming, and supportive of all community members,



from safeguarding equity and human rights, to supporting access to education and good quality jobs for all of our youth. I am grateful for the privilege to continue to serve the community as a Eugene City Councilor and I look forward to a positive, productive 2011.

—Andrea Ortiz, Ward 7

2010 HIGHLIGHTS

Accessible, Thriving Culture and Recreation

Downtown Sizzles With Summer in the City

Library, Recreation and Cultural Services' new Community Events Program serves Eugene by providing free and low-cost events and activities in venues across the city and manages the City's Public Art Master Plan. Community Events staff worked with other City staff to help revitalize downtown by presenting the popular Summer in the City event series downtown. The series attracted over 10,000 people and included live music concerts, circus acts, dance lessons, a fashion show, live theatre and a game of dodge ball. Behind the merriment were serious goals of advancing the City Council's vision for a city with accessible and thriving culture and recreation where all people are safe, valued and welcome.



Ribbon Trail Completed

The newest addition to the Ridgeline Trail system, the 0.75 mile Ribbon Trail, offers a slice of nature in the city by linking the southern end of Hendricks Park to the intersection of Spring Boulevard and 30th Avenue, creating a vital connection between well-used parts of Eugene's parks and open space system. Planned for many years, the project was "shovel-ready," making it a terrific fit for funding from the 2009 federal stimulus bill. The Parks and Open Space Division was awarded two stimulus grants from the Oregon Youth Conservation Corps' Youth Employment Initiative and used the funding to hire two crews of six youth to construct the trail. From the moment the trail was completed, it has been heavily used and greatly appreciated by the public.



Online Network Builds Arts Community

More than just another "online calendar," Eugene A Go-Go builds a true online community through a rich social media environment. Recently launched by the Arts and Business Alliance of Eugene, Eugene A Go-Go's "keep me informed" feature uniquely addresses the alliance's objectives to build arts audiences and level the playing field for arts organizations. Such online systems are ideal to keep patrons informed but are too expensive for smaller arts organizations to develop on their own. Eugene A Go-Go allows users to customize data fields to receive notices about specific events, artists, and arts opportunities. Formed as a result of the Cultural Policy Review, the alliance brings leaders of the private, nonprofit, and public sectors together to contribute to the region's quality of life, drive economic development, and stimulate creativity and innovation.

City Partners with Schools to Fight Obesity

In concert with other ongoing efforts, the City of Eugene has become a “Let’s Move City,” part of First Lady Michelle Obama’s campaign to end the epidemic of childhood obesity within a generation. Recreation Services has worked to set a firm foundation for a healthy, active lifestyle by involving youth in physical activities in several ways. Funded by a U.S. Department of Education grant awarded jointly to Eugene School District 4J and the City of Eugene, Recreation Services provided enhanced physical activities in schools to address childhood obesity, reconnect youth with nature, and provide swim lessons to 200 elementary school youth, the population most vulnerable to drowning.

Community Picks Skatepark Design

An open public process involved hundreds of people in the design of a new 23,000 square foot skate park under the Washington/Jefferson Bridge in downtown Eugene. Parks staff facilitated the process working closely with consulting design/build contractors from DreamLand SkateParks, world renowned designers and builders. A series of four design workshops over several months drew well over 100 skaters, kids, parents, cyclists and rollerbladers, and almost 200 additional people participated in on-line surveys. From the unfettered ideas, Dreamland developed three distinct designs. Further rounds of feedback distilled the ideas into a final design that incorporates street and transitional style skating areas, areas for beginners and advanced skaters, skatable art, a classic kidney shaped pool, and viewing areas. Construction will begin upon completion of the ongoing community fundraising campaign. Learn more at www.sk8eug.org

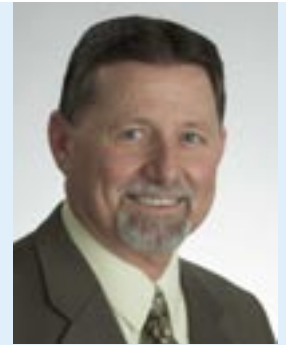
Track Town USA Adds Youth Network

Recreation Services, working closely with the Oregon Track Club, spurred the formation of the Track Town USA Youth Network to coordinate the efforts of 19 partner community organizations that offer opportunities for youth to be active by running, jumping and throwing.



Hult Center Gets a New Grand Piano

To select a new grand piano for the Hult Center, Cultural Services conducted an extensive search that included community members and University of Oregon piano professors. The Hult’s 30-year-old Steinway could no longer hold its tune through performances and repairs could not return the piano to the necessary performance level. The process culminated in a “play-off” of two finalists in Silva Hall and the selection was based on how each piano sounded in the space where it would most be played. The new Steinway Concert D grand piano is majestic and responsive and will be played by beginning students and touring virtuosos alike.



The progress we made this year has been a true group effort. It’s been a long, tough year, but everyone’s hard work has resulted in some real improvements: lots of road repairs; the purchase of a safe and sound police building; positive changes downtown with free parking, increased public safety and private reinvestment; and sincere conversations between traditional foes to resolve differences about Eugene’s future. We still face economic uncertainty and budget deficits, but with everyone working together we can keep finding ways to protect and improve this community that we all love.

I deeply appreciate the dedication of all the community volunteers who are active in their schools, neighborhoods and on advisory boards and committees. My special thanks go to Jennifer Solomon for her eight years of City Council service to the community. I also thank the voters of Ward 4 for re-electing me to my third term. I look forward to continuing to represent them to the best of my ability in 2011.

—George Poling, Ward 4

2010 HIGHLIGHTS

Fair, Stable and Adequate Financial Resources



Working Together for Economic Prosperity

Developing a local economy that ensures that every person has an opportunity to achieve financial security is part of the City Council's vision and is a high priority for the collective work of the private, public and non-profit organizations in our community. In 2010, the Joint Elected Officials of Lane County and the cities of Eugene and Springfield made new strides with their collective approval of a Regional Prosperity Economic Development Plan aimed at reducing the local unemployment rate and increasing the average wage. Both economic indicators have remained stubbornly worse than state and national averages for decades, with negative impacts for many in our community.

In November 2009, more than 250 business people, educators, government officials, non-profit leaders and other community members gathered at the Regional Economic Prosperity Summit. Their input informed the creation of the plan, which outlines six strategies and a list of achievable priority actions to stimulate job creation and economic growth. A first priority is to create a regional business one-stop center, a virtual and physical location where local businesses get the assistance they need with planning, marketing, siting, financing and collaboration. Other top priorities include developing active business-to-school partnerships, internships and mentorships, supporting the expansion of sustainable enterprises, providing incubation sites for innovative new businesses, and creating a shared economic identity to promote our region.

The governments of Lane County and the cities of Eugene and Springfield, together with other key partners including the Eugene and Springfield Chambers of Commerce and the Lane Workforce Partnership, will continue in the coming year to implement the strategies and help the local economy rebound and thrive.

Emergency Management Receives 50 Percent Federal Funding

Due to diligent efforts by City staff and Oregon Emergency Management, the City's Emergency Management Program now receives up to 50 percent reimbursement of program costs from the Department of Homeland Security. This will save the City's General Fund more than \$100,000 per year for the life of the grant, currently approved for two years. The grants help state and

During the past year I served on the Intergovernmental Relations Committee, the Workforce Partnership Board, the Workforce Partnership executive committee, the McKenzie Watershed Council board, the National League of Cities Human Development steering committee, as vice-chair, and the National League of Cities University Communities Council steering committee.

My choices for the best things that happened in 2010 are continuing progress on the Beam development at Willamette and Broadway, another free (for everyone)

symphony concert at Cuthbert Amphitheatre, and—long term, best of all—changes in the street assessment policy which make it more equitable. I am especially happy about a provision that allows homeowners to defer payment until the property changes owners—thus ensuring that residents will not be threatened with loss of a home because of a lack of money.

I continue to hope for a living wage ordinance, inclusionary zoning, and fair treatment of everyone.

—Betty Taylor, Ward 2



local governments enhance and sustain all-hazards emergency management capabilities. The City submits yearly work plans, budgets and quarterly reports for approval by Oregon Emergency Management and the Department of Homeland Security.

Containing Health Plan Costs

In an effort to reduce health insurance costs, the City self-insures all health plans offered to its employees. In 2010, Risk Services solicited proposals for a new third-party administrator and selected PacificSource Health Plans, and conducted an audit to ensure that all dependents enrolled in the City's health plans are eligible for coverage. These two efforts are projected to reduce health plan costs by approximately \$900,000 in fiscal year 2011.

Budget Makes Progress Toward Long Term Sustainability

Like many families, businesses, non-profits and governments, the City of Eugene faced another difficult budget challenge for FY11. Affected by the global economic downturn and record-setting unemployment, the City's budget also needed to absorb \$3 million in ongoing costs from the library local option levy expiring in 2011 and substantial PERS rate increases. This total projected deficit of \$5.7 million in the City's General Fund for FY11 followed reductions taken to fill a \$12 million deficit in FY10. Faced with this reality, staff solicited feedback from citizens, worked with the Mayor and City Council on their vision and goals, and continued to refine a financially sustainable portfolio of services that best meets the needs and priorities of the community.

Although efficiencies and innovations helped to continue to shrink the organizational footprint and save money, the budget process demanded difficult choices. It wasn't possible to meet the target this year without reducing some programs and services, but the effects of the reductions were minimized as much as possible. For example, the City purchased fewer new library materials, but every branch maintained its hours of operation. Staff mows sports fields less often, yet continues to maintain them at an acceptable, safe level. Some of the changes involved reducing City staff positions and the City worked hard to keep people employed by helping them move to other vacant positions where possible.

The resulting budget upheld the City's commitment to its stewardship principles: to minimize the impacts to services and employees and develop a financially sustainable budget. The FY11 City budget not only "lives within its means"—paying for ongoing expenses with ongoing funding, anticipating large expenses in coming years and beginning to rebuild prudent reserves—it also includes strategic one-time investments for high priorities, including regional economic development, downtown public safety, and community planning issues.





Greetings!

Another year has passed—a year of many successes in spite of many challenges. During difficult times, our tendency is to dig in and focus on our current problems. We may lose sight of the big picture and neglect considering long-term solutions, but that is exactly what we must do—look to the future, seek opportunities for improvement, reach beyond mere survival. It will lift our spirits and give us hope. As we think about possibilities, we explore new ideas, create partnerships and share responsibility as a community for success. We focus on achieving our best outcomes, and on the potential for progress.

It is especially satisfying to see some past problems move from possibility toward reality this year. Downtown's vacant pits are being filled with LCC's world-class energy management learning center and new mixed-use office space. The reversal of decades of neglect is underway following our second year of historic investment in the street network. A thoughtful, diverse group of community members is moving beyond the traditional battlegrounds surrounding urban growth to envision a 21st Century blueprint for Eugene. The uncertainty of climate change remains, but a comprehensive action plan is in place to mitigate and adapt to its effects. Police are using innovative methods to target hot spots and repeat offenders, and seemingly intractable high rates of property crime are turning downward.

Our community is full of possibility thinkers who have enriched our lives in many ways. I am personally grateful for the richness of our arts and culture in the dance, theatrical, vocal and instrumental performances of our resident companies. A hike along the Ridgeline Trail opens me up to the possibilities found in reflection and silence. Creative, compassionate community members enabled the opening of the Egan Warming Shelter for the homeless and construction of St. Vincent dePaul's 1000th affordable home. The celebration of Human Rights Day is encouraging and humbling as we recognize so many who dream beyond current problems and work for a more just future.

We are also fortunate to have a talented corps of City employees who aim for possibilities in their service to the community. Community development, police, library, recreation and cultural services teams are re-energizing downtown. Staff are restructuring our outreach and communications to allow all community members access to the City in new, user-friendly ways. The partnership between Eugene and Springfield Fire Departments has shown the way to innovative opportunities with other partners. Individuals and teams are finding many ways to “green” the organization including new paving methods, use of non-toxic receipts at the Library and a more efficient fleet.

As we move into the New Year, new opportunities and challenges will present themselves. One is ensuring a safe landing for our veterans who will be returning to our community in the next few years following service overseas. Most will re-enter safely, prepared for their lives ahead, but some will struggle with substance abuse, mental illness and homelessness. This situation is one of many that will benefit if we continue to think beyond problem-solving and employ the collective wisdom of the community to find the best options.

The New Year will require continued hard work and dedication; however, I have no doubt that by working together and drawing on the wealth of our most important resources—the commitment and creativity of Eugene community members and City of Eugene employees—we have a bright future ahead.

Excellence Matters!

Jon R. Ruiz
City Manager





Photos this page from top: The Eugene Symphony, one of the Hult Center's seven resident companies; conceptual drawing of Lane Community College's new downtown learning center and student housing; this LEED platinum-certified house was the pilot residence for the City's Green Building Incentive Program; public art at the Eugene Depot; skateboarder at Summer in the City skate competition.

CONTACTING THE MAYOR AND CITY COUNCILORS



City Council Schedule

City Council meetings are held at 7:30 p.m. on the second and fourth Mondays of each month at City Hall, 777 Pearl Street, in the Council Chamber.

Public Forums are held at the beginning of City Council meetings on the second and fourth Mondays of each month. Members of the public may sign up to speak on any topic not scheduled for a public hearing at the same meeting.

Public Hearings are scheduled on specific topics and are generally held on the third Monday of each month. Members of the public who sign up to speak must speak only on the topic that is the subject of the hearing.

If you are unable to attend or don't wish to testify at a City Council meeting, you may submit written testimony to the City Manager's Office via email, U.S. mail, or in person. Written correspondence on Public Hearing topics must be submitted in a timely manner in order to become a part of the public record.

City Council work sessions are held at 5:30 p.m. on the second and fourth Mondays, and at noon on the second, third, fourth and fifth Wednesdays of each month. Public testimony is not taken at work sessions.

All City Council meetings and work sessions are webcast live on www.eugene-or.gov, click on the webcast button to the right to view recent meetings and those in session.

General Communication

You can contact the mayor, council, or an individual city councilor about any issue by telephone, mail or email.

The Mayor and City Council welcome public comments on any topic. There are several ways to communicate with your elected officials.

Correspondence can be mailed to:

City Manager's Office
777 Pearl Street, Room 105
Eugene, Oregon 97401

E-mail to:

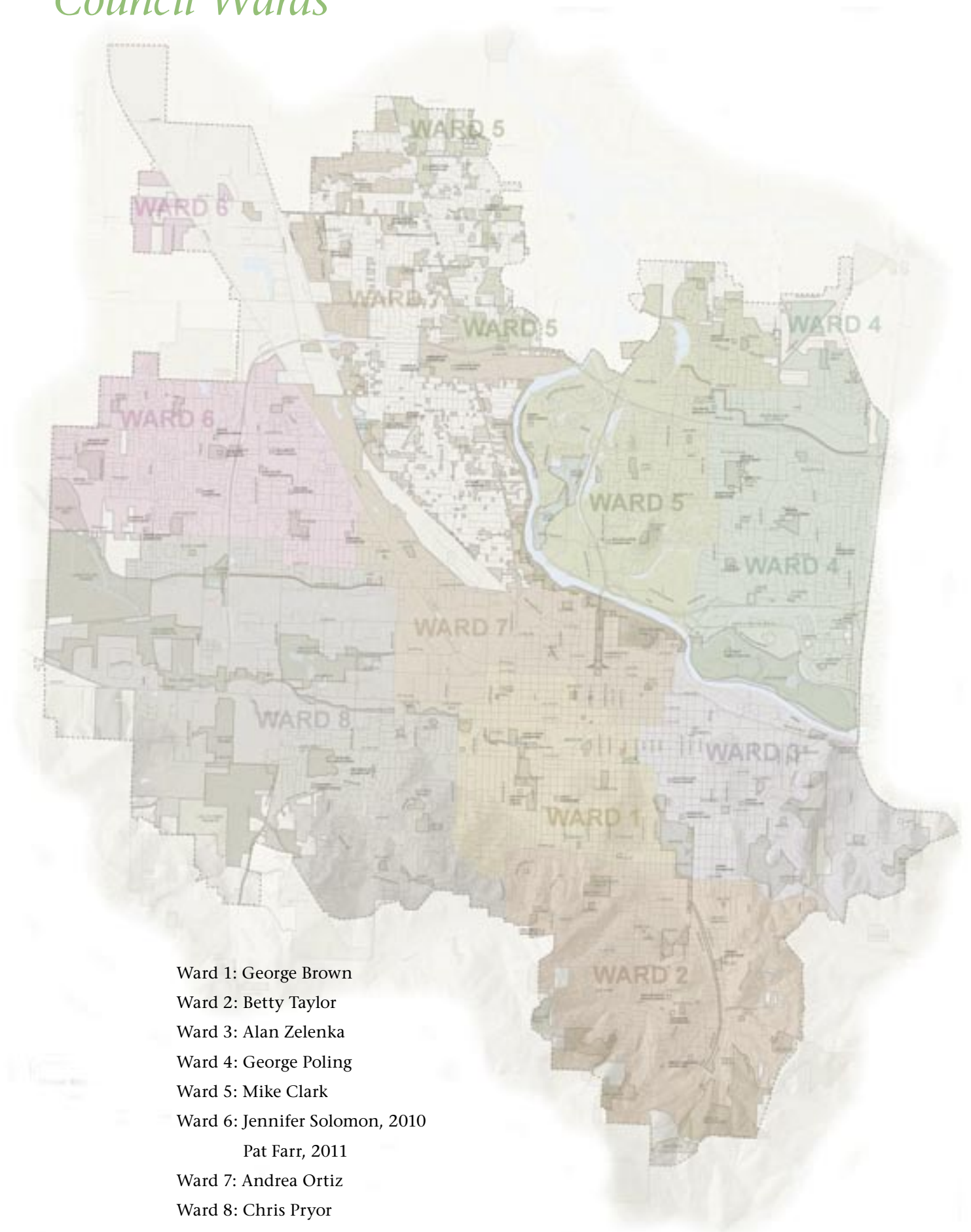
mayorcouncilandcitymanager@ci.eugene.or.us

Fax to: (541) 682-5414

Concerns or complaints about city services may also be directed to the Public Service Officer at (541) 682-8478.



City Manager's Office
777 Pearl Street, Room 105
Eugene, Oregon 97401
www.eugene-or.gov



Ward 1: George Brown

Ward 2: Betty Taylor

Ward 3: Alan Zelenka

Ward 4: George Poling

Ward 5: Mike Clark

Ward 6: Jennifer Solomon, 2010

Pat Farr, 2011

Ward 7: Andrea Ortiz

Ward 8: Chris Pryor

Front cover, clockwise from top right:

Summer in the City, 2010; Mayor Piercy, Councilors Taylor, Brown, Clark, Pryor and Zelenka, and City staff celebrate progress on the Beam project; new large diameter pipes increase capacity for regional wastewater operations; new Delta Ponds pedestrian/ bike bridge with low-energy lights; Envision Eugene Community Resource Group members discuss community growth issues; Harlow Neighbors participate in the City's Smart Trips program.



Produced by the
City of Eugene
777 Pearl Street,
Eugene, Oregon 97401
This document is printed on
100% recycled paper

Back cover, clockwise from top left:

City construction inspector uses a bike to get around the Matthew Knight Arena project site; City Manager Jon Ruiz recognizes City staff Human Rights Day award winners; artist's rendering of proposed new Washington-Jefferson skatepark; Community Emergency Response Team (CERT) training.